

SEATING PLANS

SEAT SELECTION DESIGN CHECKLIST

- 01 — What kind of seat selection are we designing (theatre, concert, sport event)?
- 02 — What kinds of pricing tiers and discounted tickets (senior, student) do we have?
- 03 — Do some seats have special attributes (e.g. wheelchair-friendly)?
- 04 — Can customers select “flexible” dates to see cheapest prices in that date range?
- 05 — Do we have any planes or floors that users need to navigate between?
- 06 — If yes, how many? How do we design the navigation between them?
- 07 — How realistic/precise do we need the seating plan to be?
- 08 — Can we use some sort of normalization map to minimize rage taps/clicks?
- 09 — Do we ask # of seats up front, or can users choose as many seats as they want?
- 10 — What filters do we need to reduce/increase level of detail (price, score, # of seats)?
- 11 — Do we include the option “Any” for each of the filters used?
- 12 — Where do we place filters in our interface (mobile/desktop)?
- 13 — Do we need some sorting options (low/high price, quality of view, best seats)?
- 14 — How do we show unavailable seats, and seats that don’t match the filter?
- 15 — Can users easily reset their filters selection (“Reset”)?
- 16 — Do we display the number of results for every applied filter?
- 17 — Do we show the number of available seats for every pricing tier?
- 18 — Do we use color coding to indicate different pricing tiers?
- 19 — How do we display seats to which a discount may/may not be applied?
- 20 — For results, do we add a mini-map or a list view for quicker exploration?
- 21 — What data do we need to show for each seat (availability, price, photo, 3D view)?
- 22 — When displaying a photo preview, can we display it on a single tap?
- 23 — Do we calculate and display an experience score for each seat?
- 24 — Do we nudge customers towards “recommended” seats?
- 25 — Do we ensure that “recommended” doesn’t come across as “promoted”?
- 26 — Do we provide zooming? How many levels of depth will zoom provide?
- 27 — If the tap isn’t accurate enough, can we prompt users to specify intent?
- 28 — Do we split the seating plan into large, tappable sections?
- 29 — If yes, will a tap prompt zooming or show “best” seats in that section (or both)?
- 30 — Do we give users just an estimate of the perspective once a seat is tapped?
- 31 — Or do we rather provide accurate 360 degrees/VR views?
- 32 — If yes, how exactly do users prompt and interact in these views?
- 33 — Have we looked into accessibility aspects of the UI (e.g. keyboard-friendly)?

- 34 — Technically, how do we minimize the lag when the seating plan is explored?
- 35 — Can we further minimize the number of taps/clicks to the first seat preview?
- 36 — Do we lock the seats while the customer is checking out?
- 37 — How long is the expiry time for the ticket to be locked? What happens afterwards?
- 38 — How do we allow customers to change their seat in the checkout?

SEAT SELECTION SUMMARY

- 01 — Fidelity matters for choosing position in space.
- 02 — Include a filter to exclude events without available seats.
- 03 — “Assistant” is necessary to simplify input.
- 04 — Suggest “best deals” but explain why they are the best.
- 05 — Ask how many tickets, budget, flexibility on dates.
- 06 — Combining maps helps convey big/small picture.
- 07 — Allow customers to select seats that aren’t in the same row.
- 08 — Allow users to estimate the perspective.
- 09 — Provide photos or videos or 3D views of the seating view.